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| --- |
| [Company Name] |
| [Year] [Brand or Product] Annual Marketing Plan |
| [Subhead if you need one] |

|  |
| --- |
| [Pick the date] |

HEADS UP

Unlike a business plan written for a bank or investor, a marketing plan should be a detailed, tactical roadmap for the company. It should include all facets of marketing your product or company; communication plans, product plan, pricing and promotional plans. Your marketing plan dictates where you spend your budget and it drives your sales plan.

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**Purpose or Mission:**

Mission statements for companies kinda make me crazy, but for your Marketing Plan it’s a must do.

Establish here what the objective is for the brand, or product you’re marketing. For a startup it’s a good idea to limit the plan’s scope to one year.

**Market Analysis:**

Each of these bullets will need to be well researched. When you’re done writing this you should have a clear, sourced (not approximated) picture of what is currently going on in the market place, and which players in the market are your true competition.

When you’re done with this section you should have a clear SWOT analysis of each competitor.

**Section Length**:

Most sections of the Marketing Plan will be fairly long. It’s a good idea to add an appendix for your research and sources.

**Purpose or Mission**

Your brand’s purpose or mission should be limited to quantifiable goals. Do you want to increase market share by X% points? Expand distribution into X, Y and Z new channels of trade? Introduce a line extension with $X revenue or margin goals or increase trial by X% in a new market territory.

**Market Analysis**

1. Size of market (ex: by product segment, channel of trade, revenue)
2. Market trends (ex: growing, in what channels)
3. Current competitors (ex: market share, revenue, trends in both)
4. Current customers (ex: market share, etc.)

**Product**

1. Product description

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**Product vs. Brand**

There is some overlap in these sections, and you may want to write them as one section. Just be sure you understand the difference between your product functionality and your brand positioning.

A good way to clarify your brand positioning is to fill in this sentence:

To (*insert target market*), (*your brand/company or product*) is the (*frame of reference*) that (*does something unique*).

**Target Market**

You may need to outline primary and secondary targets; sometimes even a tertiary. Also keep in mind if there is a difference between the user and purchasers of the product. (example: products targeting children)

**MORE TIPS ON HOW TO WRITE YOUR MARKETING PLAN**: For tutorials and videos go to [Working for Wonka Resources](http://workingforwonka.com/resources): How to Write a Marketing Plan.

1. Benefits (ex: to end user, to customer or retailer)
2. Positioning (ex: how does it differ from competitors)

**Brand**

1. Brand positioning (how will it be seen by consumers)
2. Brand message
3. Brand voice

**Target Market**

1. Demographics (ex: age, gender, income, geography)
2. Psychographics (ex: interests, values, lifestyle, behaviors)
3. Purchase behavior (ex: coupon reliant, two times annually, etc.)
4. Product usage (ex: how does target currently interact with product)

**Pricing Strategy**

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**Pricing**

If part of your Purpose or Mission was to reduce costs over the next year, detail how that will happen here. If you haven’t reviewed where price puts your product in comparison to the competition yet, do that here as well.

**Tactics**

This will be the longest part of your plan, and the real roadmap for the coming year. Outline each tactic, in each tactical area you plan on implementing.

For example, if you will run three consumer promotions this year, let’s say an in-pack program, an on-line sweepstakes and an on-site giveaway, the plans for each should be outlined in detail here. What is the cost, who/how is it being implemented, what are the critical milestones, the cost and the expected return on the investment.

Other than your SWOT analysis, this is where you will spend most of your time on this document. This will also give you the To Do list for your marketing plan.

1. Cost
2. Detailed margin analysis
3. Competitive comparison (ex: are you the open price point product?)

**Marketing Tactics**

1. Consumer promotion plan (ex: in-pack, sweepstakes, on-line efforts)
2. Customer promotion plan (ex: trade shows, slotting fees)
3. Public relations plan (ex: media, speaking engagements, etc.)

**Appendix**

Keep copies of the research you used to compile your SWOT and market analysis. Update the appendix throughout the year as the numbers change. This not only keeps you mentally current on your market and competition, it will save you time on next year’s plan.

**For more detailed information on how to write a Marketing Plan**, and other tools to help you survive a startup business, visit [Working for Wonka](http://workingforwonka.com) – Surviving a Startup.

( <http://workingforwonka.com> )

**You’ll find:**

[Resources](http://workingforwonka.com/resources/): Overview of templates and tutorials available

( <http://workingforwonka.com/resources/> )

[Done by Lunch - Quick Solutions](http://workingforwonka.com/resources/done-by-lunch-quick-solutions/): various, ready to use templates

( <http://workingforwonka.com/resources/done-by-lunch-quick-solutions/> )

[Done by Lunch – Tutorials](http://workingforwonka.com/resources/done-by-lunch-tutorials/): video and PDF tutorials on various startup subjects.

( <http://workingforwonka.com/resources/done-by-lunch-tutorials/> )

[Done by Lunch – Trusted Vendors](http://workingforwonka.com/resources/done-by-lunch-trusted-vendors-2/): a list of vendors who can get the job done, fast!

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